



DAMION
ROBINSON
Graphic & Media Design

HYDRAULIC FRACTURING

A GOVERNMENT EDUCATIONAL PROGRAM

A Hydraulic fracturing campaign which looks to communicate and educate the local community of the good and bad aspects of fracking. This was designed to be an activist campaign, supporting the "idea" of Hydraulic Fracturing. But, as a process we believe that it causes more harm than good to the people's community. The notion within the campaign is designed to be tender and aggressive simultaneously; by which, the colours, typefaces and the shared relation between all graphic elements must share a bold disruptive voice. This is additionally communicated through the imagery brochures and banner designs. I had the opportunity to construct and lead this project as the team leader.

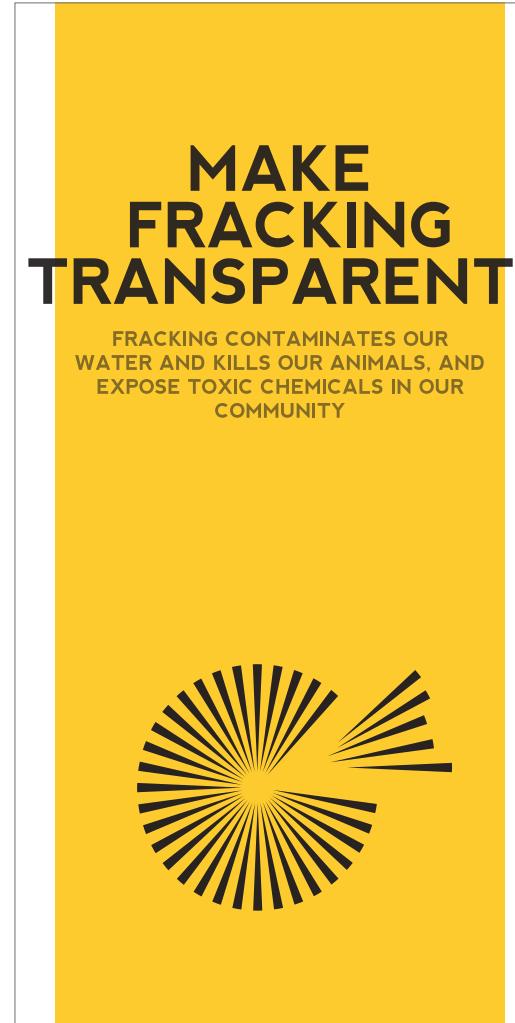




T SHIRTS



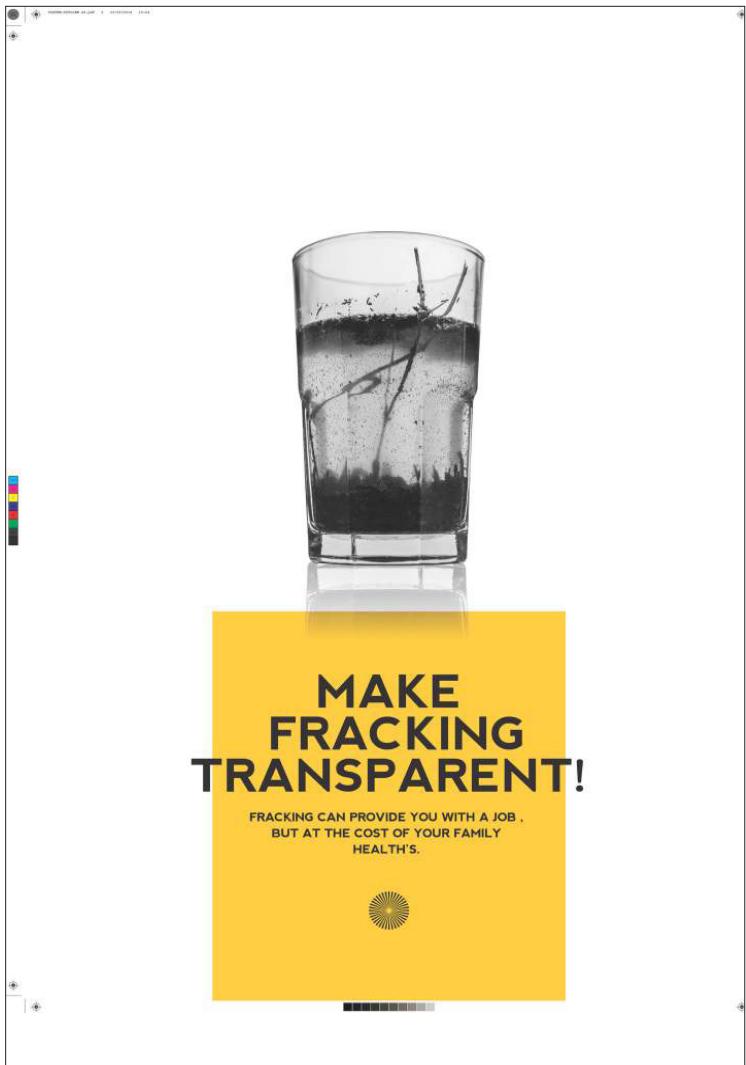
BROCHURES

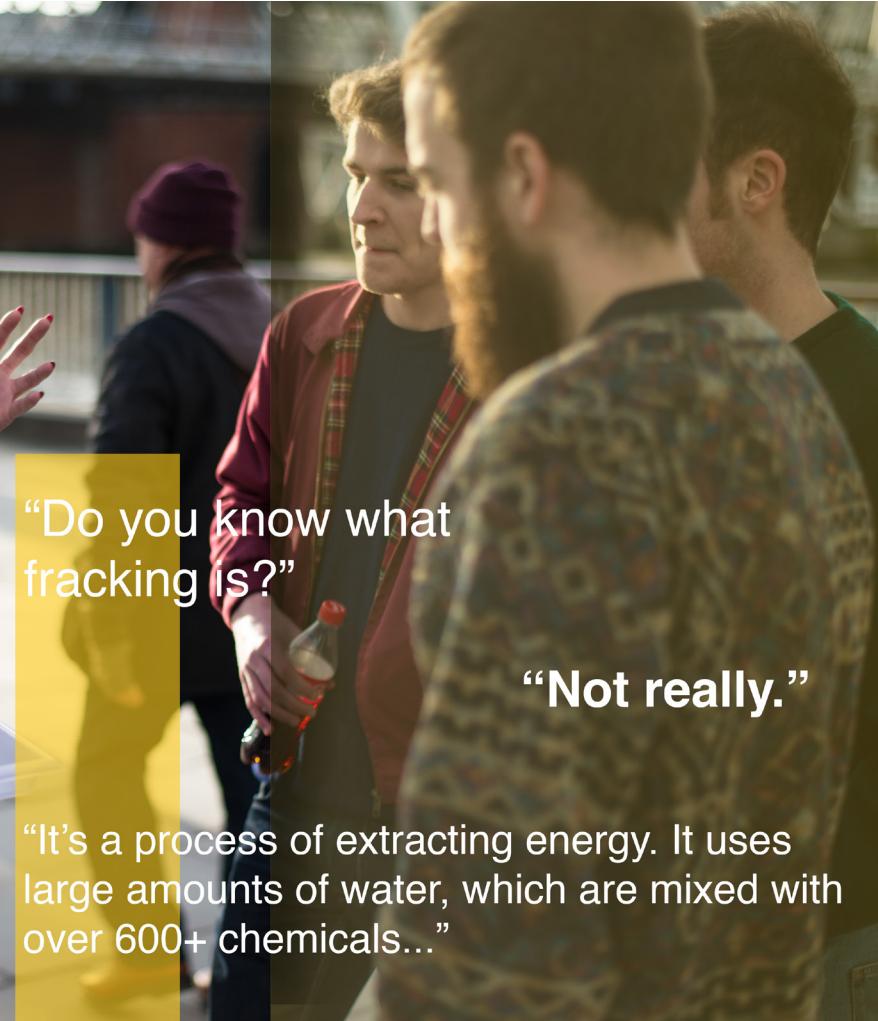
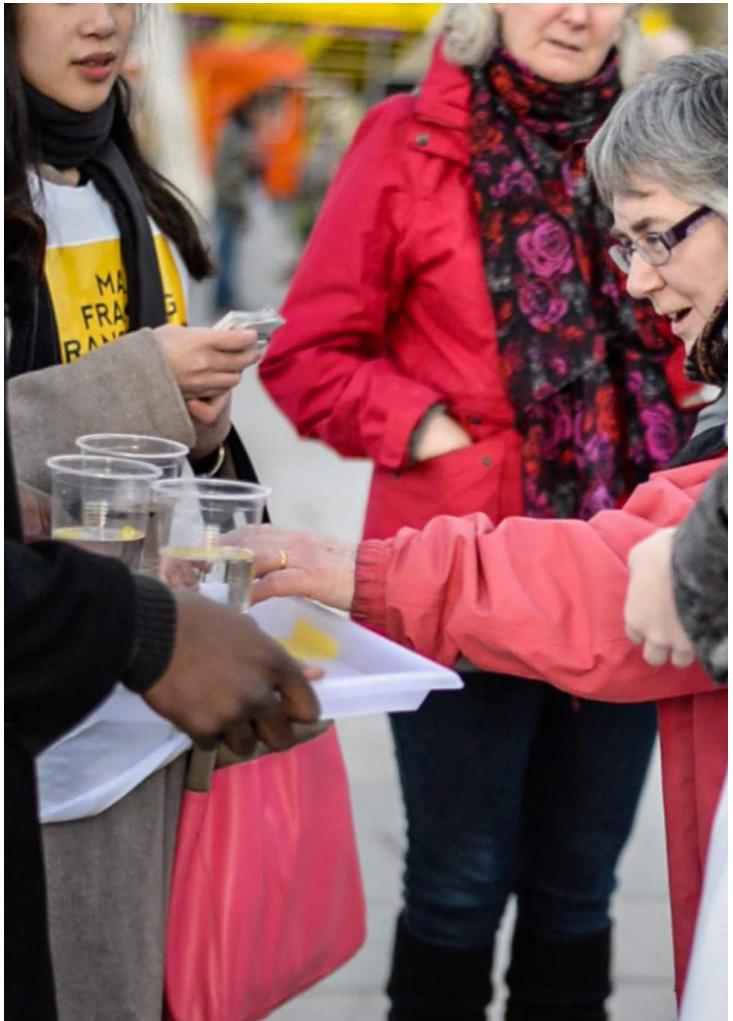


BANNERS



POSTERS





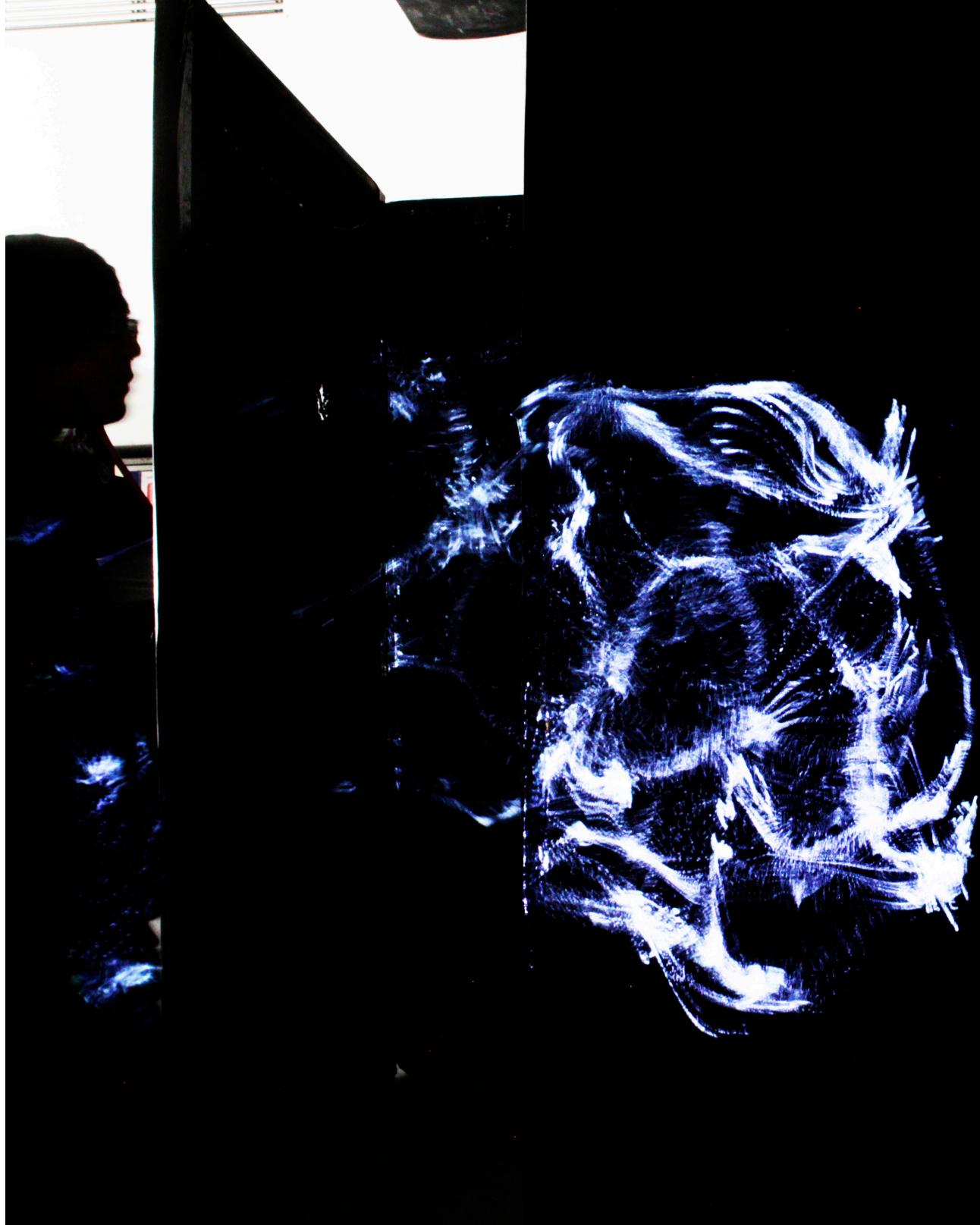
EXHIBITION DESIGN

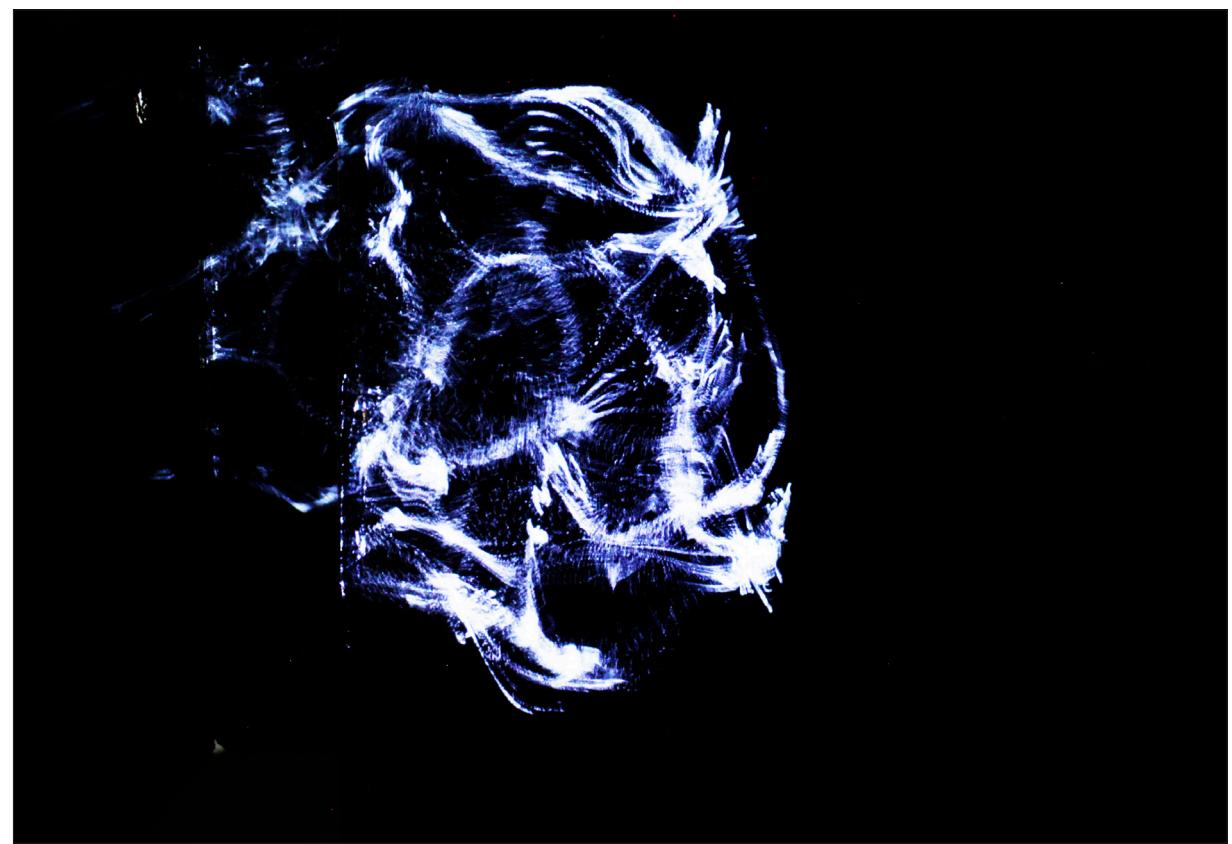
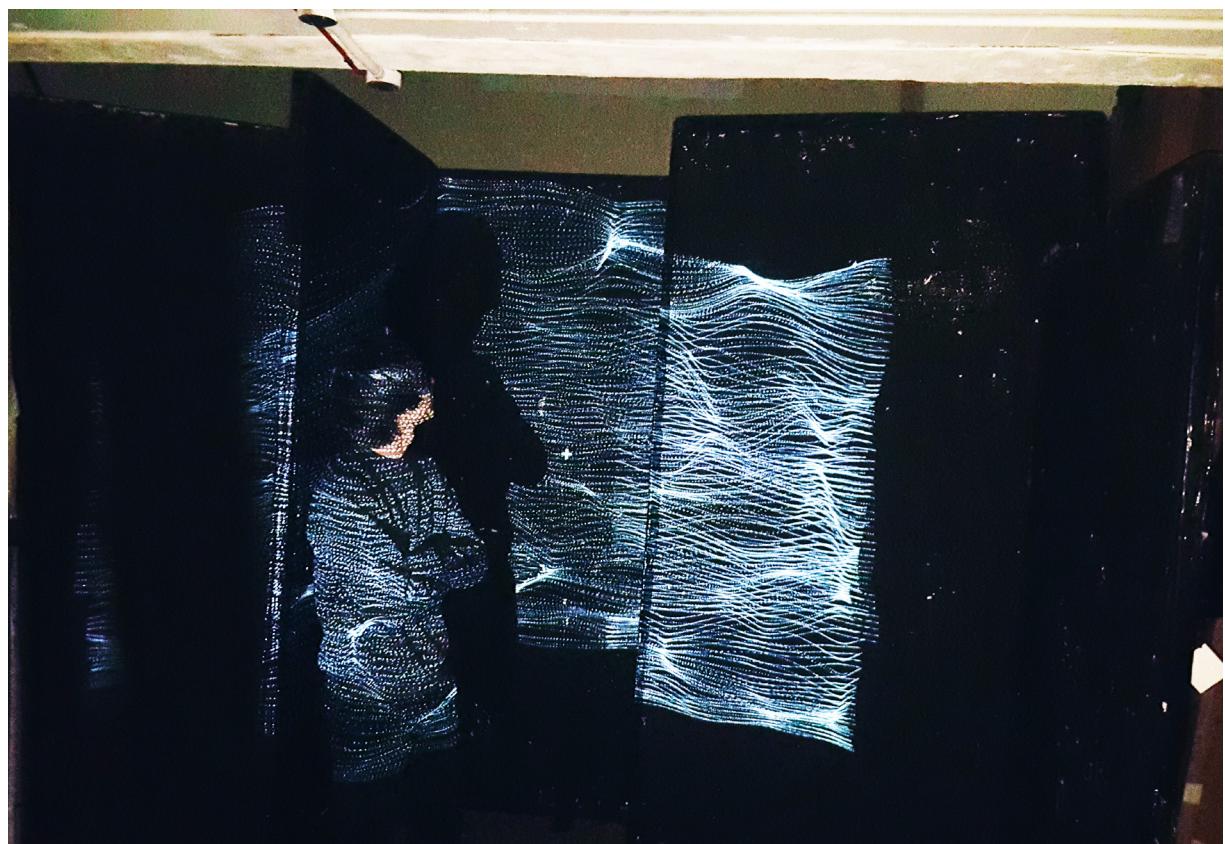
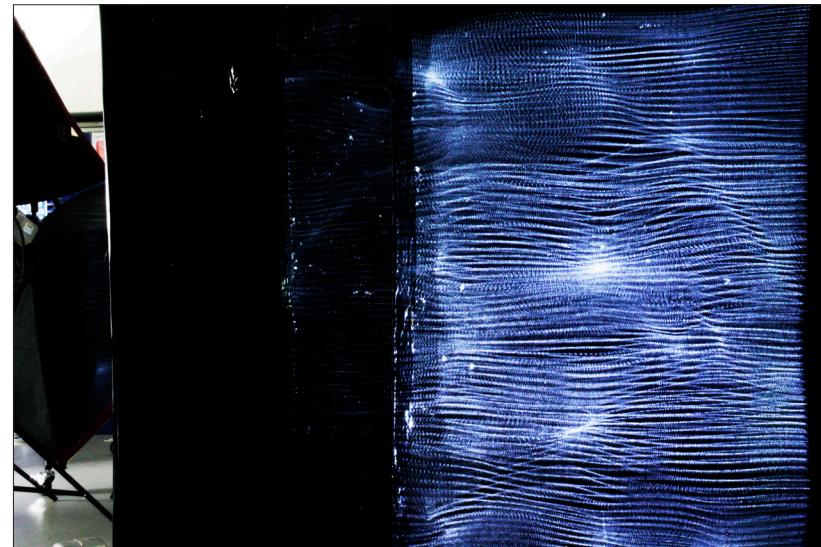
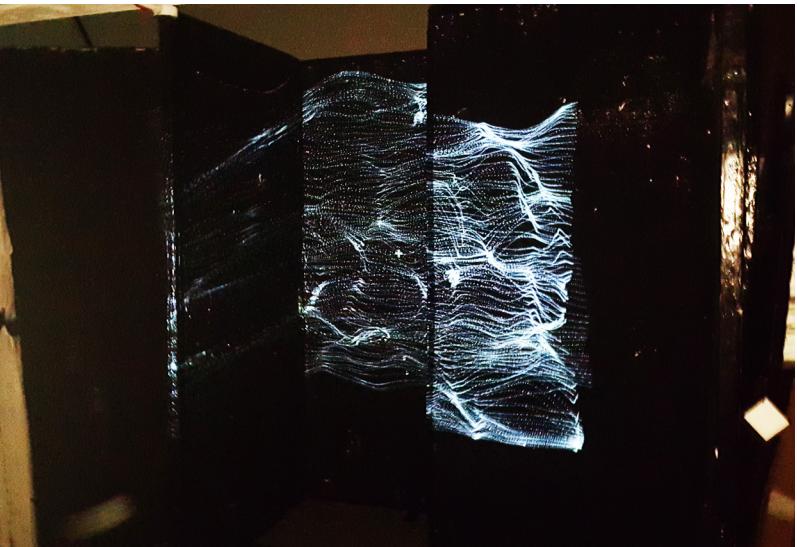
HUBBLE SPACE TELESCOPE 25TH ANNIVERSARY

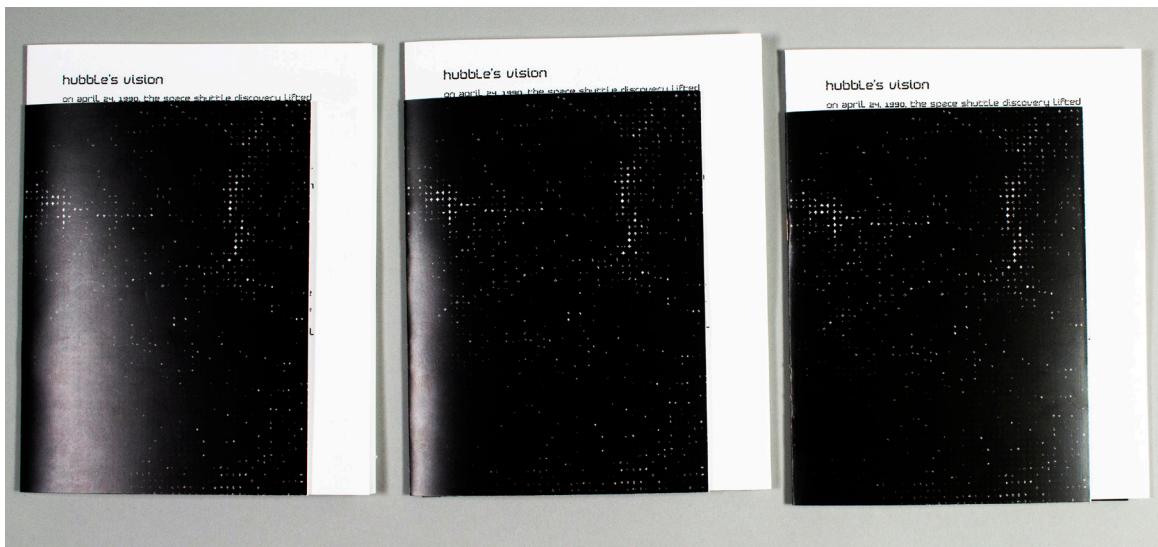
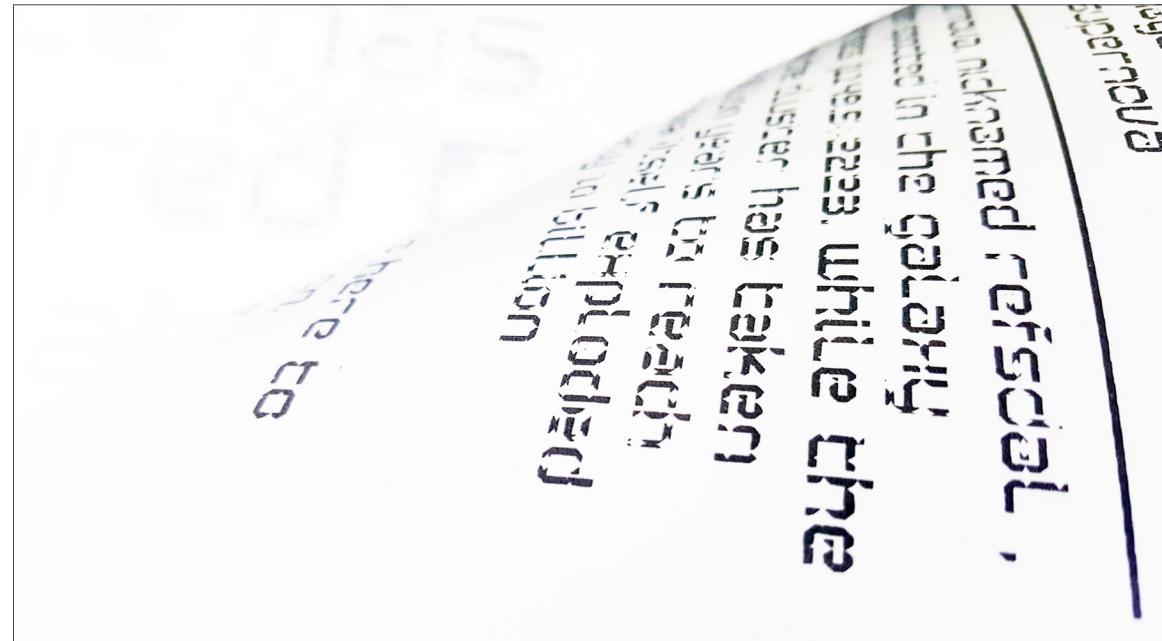
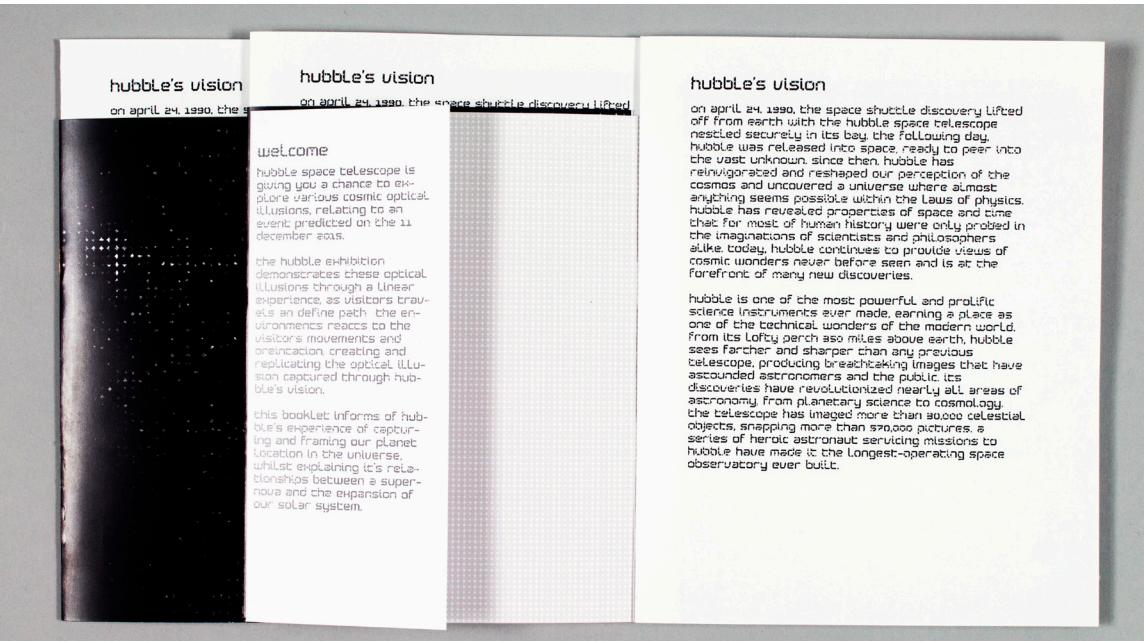
The Hubble exhibition is design to celebrate Hubble's 25th anniversary since launched. The exhibition was designed, focusing on a recent event that occurred on the 11th of December 2015.

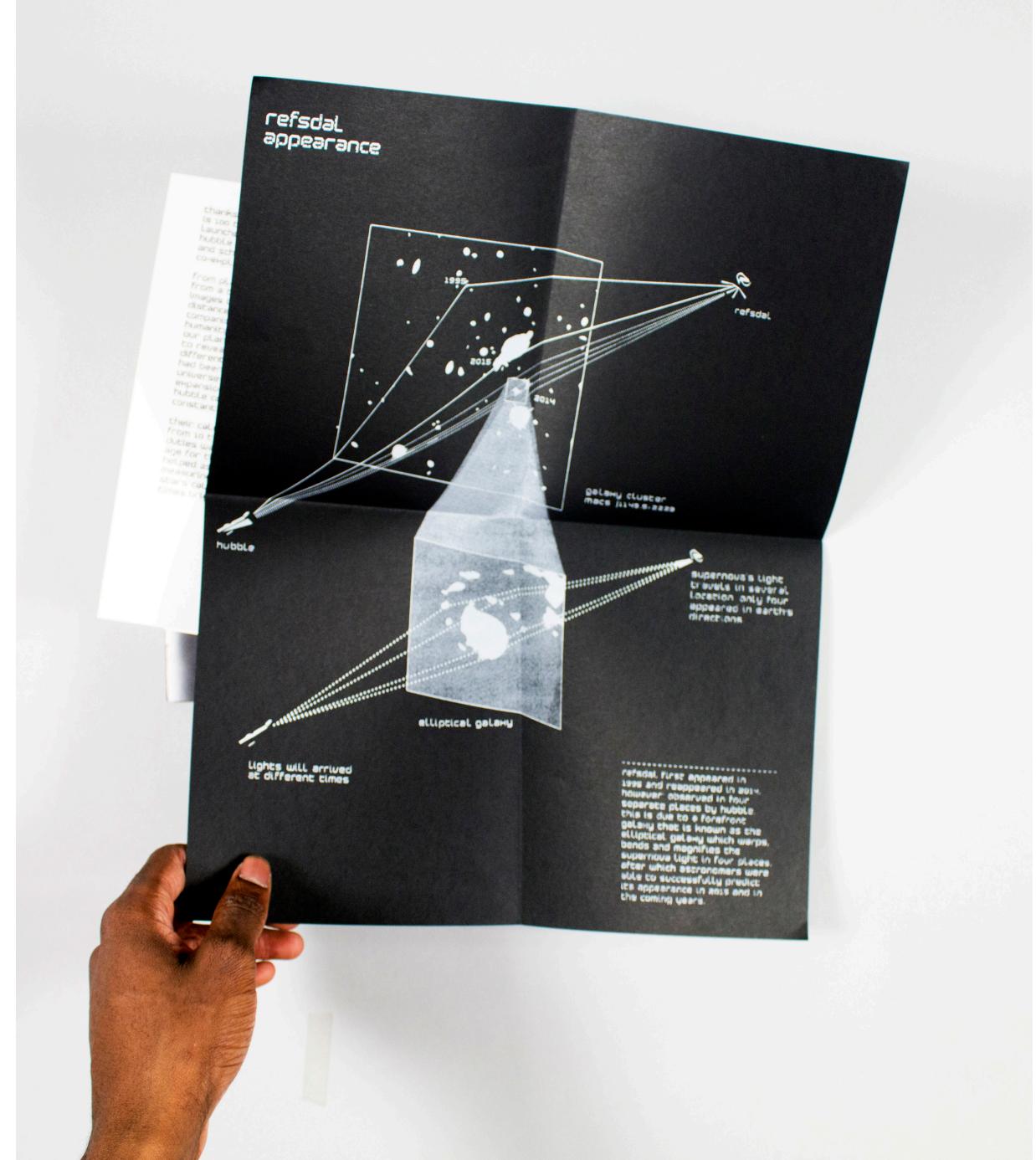
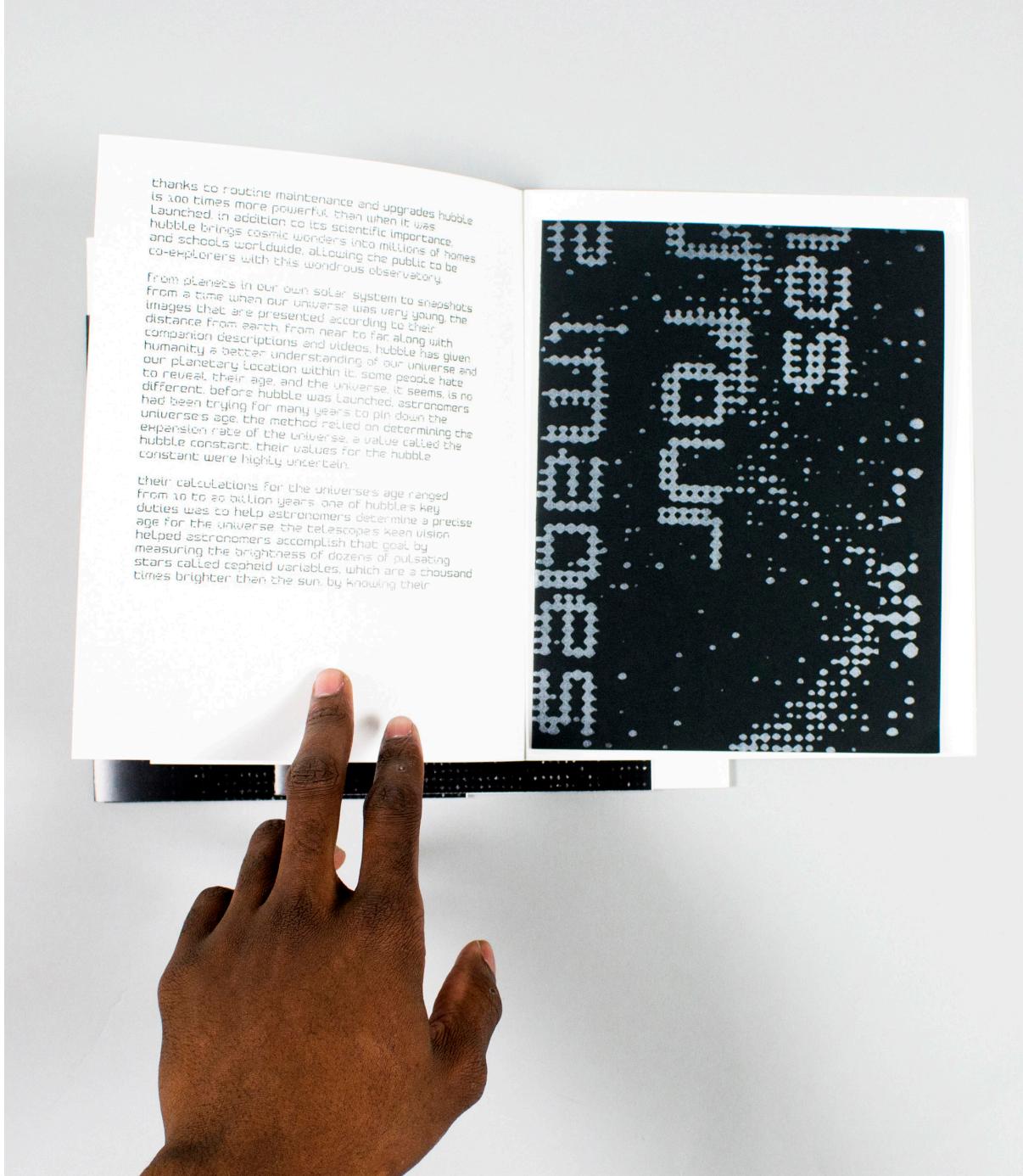
THE BRIEF & SOLUTION

The challenge of the brief, that I wrote was to design and utilised all the scientific information relating to this particular event, since there aren't any High resolution images released from NASA. The solution was to create a linear journey in which multiple interactive environment that relates and demonstrate the notion relating to the event. The environments were coded using processing; additionally, there were designed posters, booklets/ with an insert depicting the appearance of a supernova that cause this event. But also, I had design a modular typeface using negative space to create a optical illusion, to supported and strengthen relationship to the written information from NASA. All graphic elements are design in relation to the information and to compliment the design of the environments. All elements were design to support the voice of the exhibition.







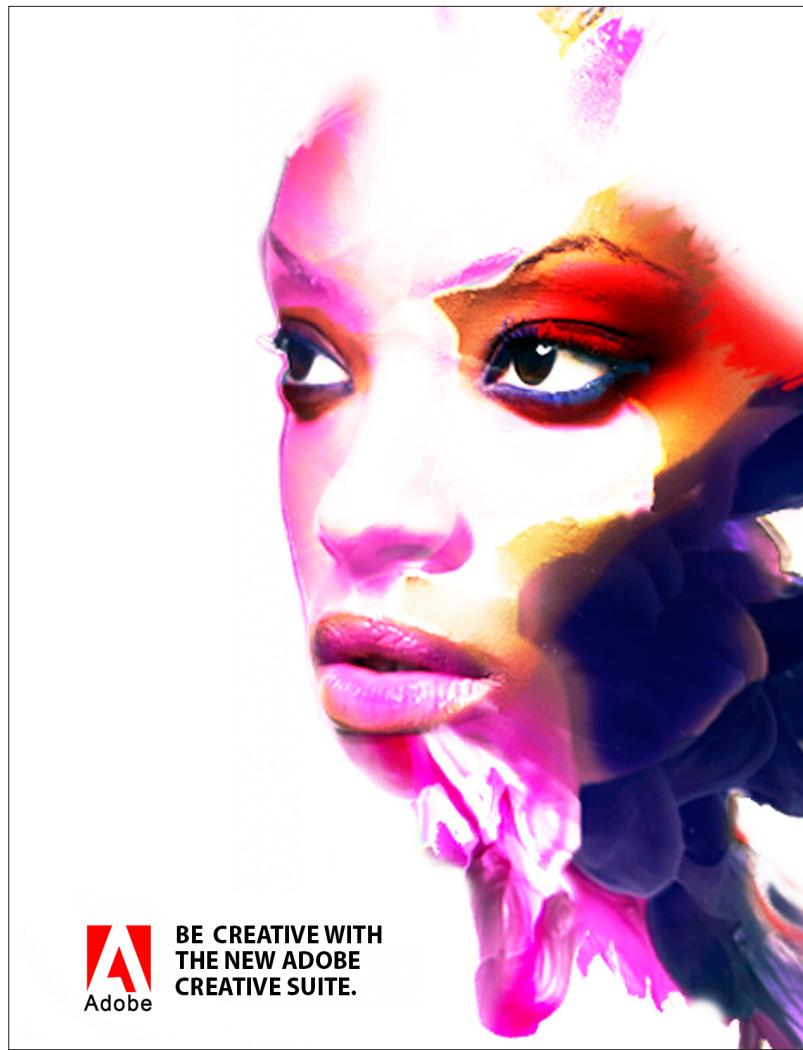


ADOBE CREATIVE SUITE

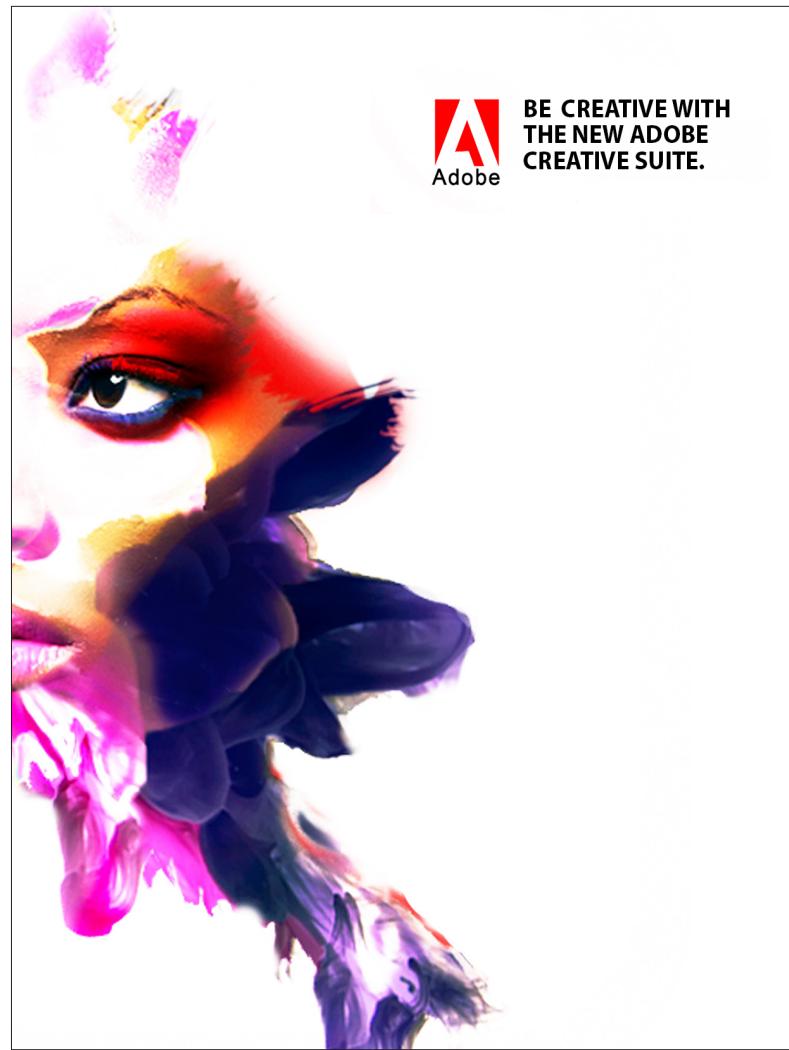
ADVERTISING

The challenge of this brief was to create a poster that demonstrate the power of adobe creative suite. The solution was to designed using both Illustrator, Photoshop and indesign to create an energetic and creative artwork to be display across shopping mall and similar like environments. As these environments are supposedly busy: an artwork was created to capture attention with little to no wording.





 BE CREATIVE WITH
THE NEW ADOBE
CREATIVE SUITE.
Adobe



BE CREATIVE WITH
THE NEW ADOBE
CREATIVE SUITE.



 BE CREATIVE WITH
THE NEW ADOBE
CREATIVE SUITE.
Adobe

MAGINE

CRITICAL MASS NEWS

GREEN WEEK NEWSPAPER

Critical Mass was built and design around the student's stories; young people who felt the need to express their concern about the issues they face and subjective matters which would concern everyone else. It was published and distributed throughout the five UAL campuses and various areas within central London. A max of two thousand copy was printed and distributed.





BRAND / IDENTITY

HEMODIALYSIS TREATMENT IN CHINA

The motive of this project captured and framed the creation of the brand / identity of a specialist clinic based in China. This project was created by three additional designers. We had produced the stationeries and company's digital brand guideline for the in house team. My main role was to design all adverts/ banners and commercial related graphics.

PRIMARY COLOUR

Pantone 7633 C
C25 M37 Y30 K0
R193 G161 B161
Hex clala0

Pantone 5493 C
C51 M23 Y36 K0
R133 G168 B163
Hex 84a7a2

PRIMARY TYPEFACE

Lucida Bright Demibold
Lucida Bright Regular
Songti SC Bold
Songti SC Light



Brand Guidelines v1

Healthstry Hemodialysis Treatment Centre

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A5 BROCHURE LANDSCAPE

Dimensions

Width = 210mm
Height = 148mm
Gutter = 5mm
Bleed = 5mm

标题

小册子的标题
Brochure Title

HEALTHSTRY HEMODIALYSIS TREATMENT CENTRE

YOUR HEALTH IS OUR MISSION!
你的健康是我们的使命

血液透析是治疗晚期肾功能衰竭的最常见方式。程序可以帮助您进行积极的生活。

No visual

Brand Guidelines v1

Healthstry Hemodialysis Treatment Centre

79

ROLL-UP BANNER

Dimensions

Width = 990mm
Height = 2000mm
Gutter = 5mm

YOUR HEALTH IS OUR MISSION!
你的健康是我们的使命

血液透析是治疗晚期肾功能衰竭的最常见方式。程序可以帮助您进行积极的生活。

HEALTHSTRY HEMODIALYSIS TREATMENT CENTRE

Brand Guidelines v1

Healthstry Hemodialysis Treatment Centre

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A4 POSTER PORTRAIT

Dimensions

Width = 210mm
Height = 297mm
Gutter = 5mm

YOUR HEALTH IS OUR MISSION!
你的健康是我们的使命

血液透析是治疗晚期肾功能衰竭的最常见方式。程序可以帮助您进行积极的生活。

Address: 100 Main Street, SW1 2SU
Phone: (07) 5454 4444

HEALTHSTRY HEMODIALYSIS TREATMENT CENTRE

Brand Guidelines v1

Healthstry Hemodialysis Treatment Centre

83

BILLBOARD

Dimensions

Width = 6000mm
Height = 3000mm
Gutter = 5mm
Bleed = 50mm

你的健康是我们的使命
YOUR HEALTH IS OUR MISSION!

HEALTHSTRY HEMODIALYSIS TREATMENT CENTRE

Tel: 02078492854
Visit: www.domainname.com

你的健康是我们的使命
YOUR HEALTH IS OUR MISSION!

HEALTHSTRY HEMODIALYSIS TREATMENT CENTRE

Tel: 02078492854
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IDENTITY & INFORMATION

DESIGN INFORMATION FOR 2016 SUBMIT

The challenge of the brief was to design information and an identity for the upcoming submit, that depicts and discussed the “six critical drivers of global change” stated within Al Gore’s book. The challenge was to carefully show the convergence of three chapters in the book.

SOLUTION

The solution was to design a wall chart that demonstrates the interaction of the three selected drivers of change; depicting the influence of one chapter onto the other. This notion was presented through a timeline... Displaying the human population growth and the consumption of technology, but also how the increase in consumption affects medical advances, jobs loss and new emerging technologies. From the Gestalt theory and other influences, I had hand drawn a logotype that works and compliment the information that was designed. Additionally an identity guideline was then produced for the submit.



The Identity & Colour Scheme

Primary Colours

PANTONE P 179-14 C	PANTONE P 70-5 C
C 100 R 00 M 072 G 54 Y 042 B 80 K 041	C 26 R 182 M 81 G 080 Y 44 B 105 K 05

PANTONE P 179-14 C

C 00 R 67 M 00 G 67 Y 00 B 69 K 89

Secondary Colours

PANTONE P 179-6 C	PANTONE P 70-5 C
C 000 R 167 M 000 G 169 Y 040 B 172 K 040	C 10 R 219 M 90 G 165 Y 80 B 164 K 00

PANTONE P 179-14 C

C 100 R 67 M 000 G 67 Y 040 B 69 K 000

the future

the critical drivers of global change

Logo LogoType

Typography & Applications

Thirsty Script Extrabol

a b c d e f g h i j k l m o p q r s t u v w x y z
A B C D E F G H I J K L M O P Q R S T U V W X Y Z
1234567890

Avenir Black

a b c d e f g h i j k l m o p q r s t u v w x y z
A B C D E F G H I J K L M O P Q R S T U V W X Y Z
1234567890

Avenir Medium

a b c d e f g h i j k l m o p q r s t u v w x y z
A B C D E F G H I J K L M O P Q R S T U V W X Y Z
1234567890

Pattern & Motions

Pattern must run from left to right, unless specified otherwise.

Applications

the future
The critical drivers of global change

The global population of old people is due to skyrocket by mid-century, as people live longer and fertility rates go down. By 2050, one in every six people on earth will be over 65.

Signage & Navigation

1 Global mind Reinvention of life & death Earth Inc.
Global mind
Global mind
0 Global mind Reinvention of life & death Earth Inc.
Global mind
Global mind
-1 Global mind Reinvention of life & death Earth Inc.
Global mind
Global mind
-2 Global mind Reinvention of life & death Earth Inc.



REPRESENTING SOUTHWARK

INFO-GRAFICS

Using info graphics to communicate the energetic feel of an area in central London [The Cut / Southwark]. The selected Building and stores represent the area well; due to their contribution to the community and the atmosphere surrounding those particular buildings.

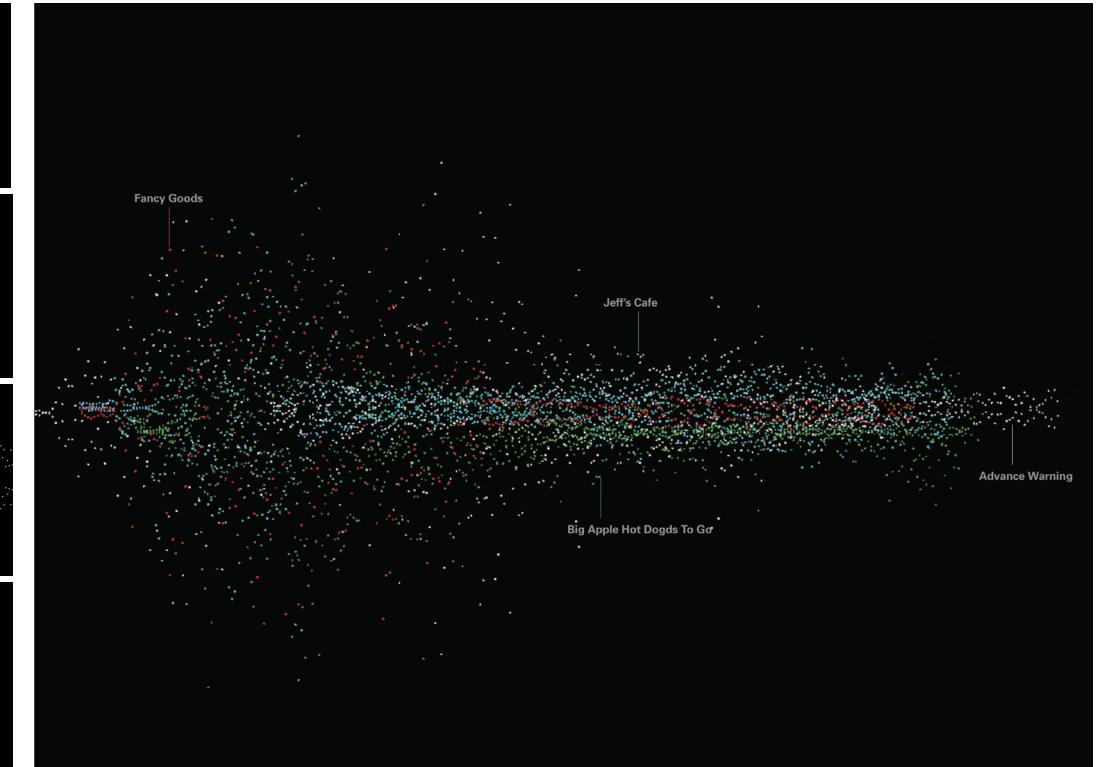
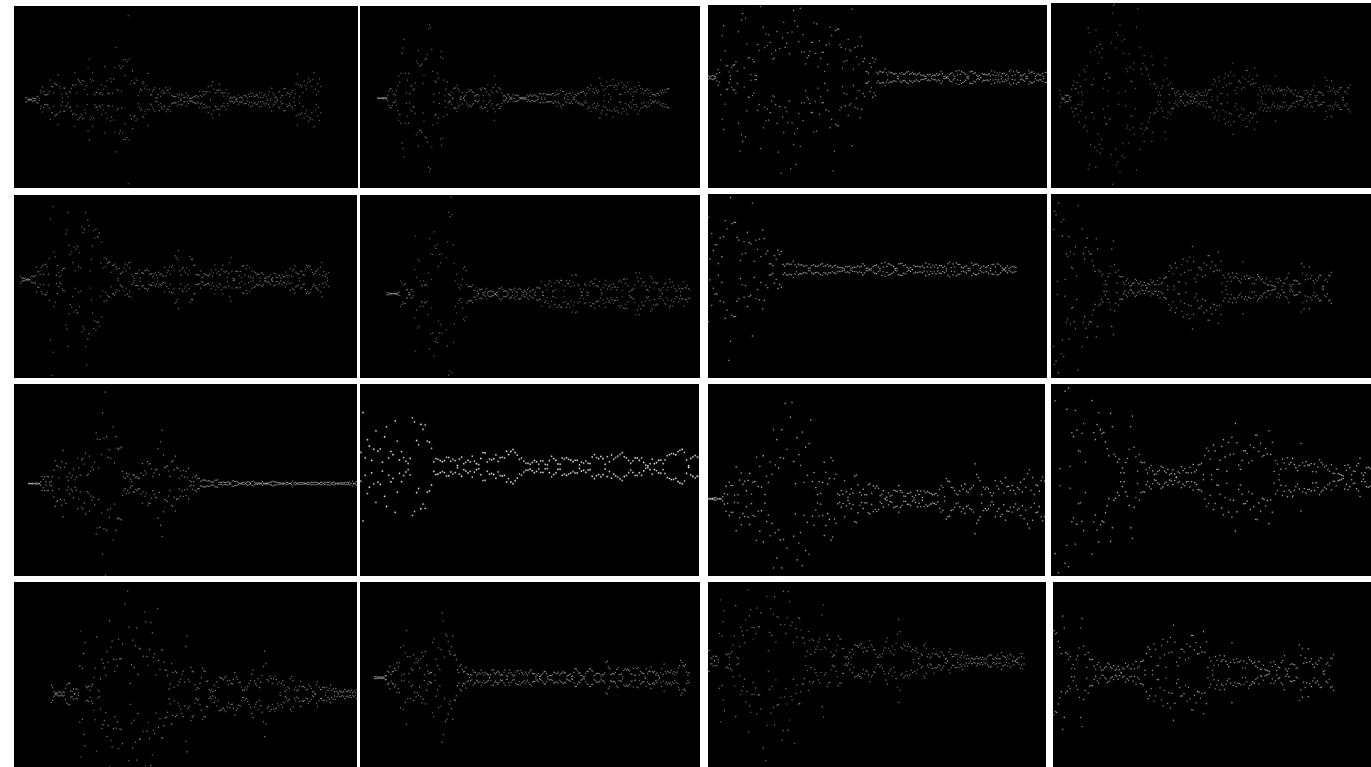


**BIG APPLE HOT
DOGS TO GO**

**JEFF'S
CAFE**

**FANCY
GOODS**

**ADVANCE
WARNING**



Each sound frequency are recorded four hours apart. Starting from 12pm midday to 12 am midday from Monday to Thursday... These four days are selected due to the amount of visitors that interact and travels by the buildings. Each frequency was given a colour, alongside the name of the building juxtaposed to create the visual to the right.

A large, abstract graphic element consisting of several overlapping circles in varying shades of teal and white, creating a dynamic, organic shape.

THANK YOU !

Please Scroll down for my CV

**DAMION
ROBINSON**
Graphic & Media Design

CONTACT

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damion.graphics@gmail.com
07804832523

CLIENTS

DORLING KINDERSLEY
TECH MIX MAGAZINE
UNIVERSITY OF THE ARTS LONDON
NEWSTATEMAN
TG TRADING
V&A MUSEUM
RISE & GRID APPAREL
SYLVIA BAKERY
PLEASANT BAKERY

SKILL SETS

SET 01 - THEORY

Grid & Layout
Typography Knowledge
Colour Theory Knowledge
Image Editing
Interface Design
Creative Thinking
Verbal Communication
Visual Communication
Analytical / Critical thinking
Print & Layout Design
Photography
Networking
Social Media Marketing

SET 01 - TECHNICAL

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Sketch / Zeplin
Adobe Dreamweaver
IntelliJ IDEA
Brackets / Code-Kit
HTML / CSS
Microsoft Word
Microsoft Powerpoint
Microsoft Excel

SET 03 - PERSONAL

Friendly & approachable
Able to work in a team
Practice attention to details
Open for suggestion/ willingness
Organised & Professional

EDUCATION

SEPTEMBER 2012 - JUNE 2016

BA (Hons) Graphic and Media Design / Diploma in Professional Studies
University of the Arts London - London College of Communication

SEPTEMBER 2010 - JUNE 2012

BTEC- Diploma in professional Studies
ST. Francis XAVIER

SEPTEMBER 2006 - JUNE 2010

Addington High School

AWARDS & ACHIEVEMENT

EXHIBITIONS

UAL - Summer Degree Show
Ukadia - Raven Bourn University - With Grayson Perry
ST. Francis Xavier - Design Show

AWARDS

UAL Fund Trust

EXPERIENCE

ASSISTANT TEACHER - LONDON COLLEGE OF COMMUNICATION

August 2015 - April 2016

During the academic terms, I was offered the opportunity to teach typography and graphic design as an assistant teacher on the summer programs; whilst being a mentor to incoming students and below years. (My recent role was to design a program and to teach as an assistant tutor to the thesis / design groups of the year two students).

GRAPHIC DESIGNER/ TG TRADING

August 2015 - November 2015

Worked along side four talent designer to create a brand / identity for a Hemodialysis Treatment Centre in China.

DORLING KINDERSLEY PUBLISHING / PENGUIN GROUP

September 2014 - July 2015

Worked with the knowledge team to assist in the completion of book dummies for the London fair. Additionally, I was assigned to design and completed elements for the picture pedia-books. (Illustrations / icons & editorial design)

DESIGN INTERN/ NEWSTATEMAN

December 2014 - January 2015

Researching and creating political content, for the magazine pages, being critical and analytical to each page. This position was held whilst working along side the editorial team.

CREATIVE DESIGNER / TECHMIX MAGAZINE

August 2014 - December 2014

Creating and editing content for clients, presenting the companies ideas and philosophy, whilst researching into the current market and analysing new ways for revenue / income. (Designing Presentations / brochures and advertising graphic)

STUDENT AMBASSADOR / UNIVERSITY OF ARTS LONDON

September 2012 – November 2014

I became a Student Ambassador and joined the University's program where I undertook various roles which included mentoring other students from the University and partner Colleges, creating and working at events and managing public relation via good communication.

ASSISTANT/ BANK OF AMERICA

September 2010 - January 2011

Working with the child line help line and designing the community logo, I was given a chance to have an interview with bank of America. My role was simple, to work with the customers and cater to their needs, utilizing my communication skills as a method of means.

ASSISTANT/ CHILD HELP FOUNDATION

January 2010 - July 2010

Trained and worked with child help line at the end of high school for couple of months, this thought me how to communicate to both young and old. My role was to work alongside, students my age, bringing better communication to the young ones who need advice and assistance.